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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

**Taylor's College**

Second Semester Examination  
Academic Session 2007/2008

April 2008

**YKT 212 – Communication and Culture**  
*Komunikasi dan Budaya*

Duration: 3 hours

*Masa: 3 jam*

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This examination paper consists of **THREE (3)** pages of printed materials.  
*Kertas peperiksaan ini mengandungi **TIGA (3)** muka surat bercetak.*

Answer **Question ONE (1)** and two other questions.  
*Jawab **Soalan SATU (1)** dan dua soalan lain.*

Each question carries 100 marks.  
*Setiap soalan bernilai 100 markah.*

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1. Define five of the following concepts by giving specific examples:

- (a) mass society
- (b) subculture
- (c) base and superstructure
- (d) popular culture
- (e) modernisation theory
- (f) ideology

*Beri takrifan kepada lima dari konsep berikut dengan menggunakan contoh tertentu:*

- (a) masyarakat massa
- (b) budaya kecil
- (c) pangkalan dan superstruktur (base and superstructure)
- (d) budaya popular
- (e) teori modenisasi
- (f) ideologi

(50 marks)

2. Clarify and compare the concept of culture as proposed by the Frankfurt School on the one hand and the pluralist theorists on the other. Give examples in your discussion.

*Jelas dan bandingkan konsep budaya yang diutarakan oleh golongan Frankfurt School dan sarjana pluralis. Beri contoh dalam perbincangan anda.*

(25 marks)

- 3 -

3. What is meant by hegemony as popularised by Gramsci? Discuss this concept by taking into consideration culture in a society.

*Apakah yang dimaksudkan dengan hegemoni yang dipelopori Gramsci? Bincang konsep ini dengan mengambil kira peranan budaya dalam masyarakat.*

(25 marks)

4. Technological reductionism refers to the major role played by technology, particularly information and communication technology (ICT), in social change. Assess this perspective by taking into consideration the social context in Malaysia or elsewhere.

*Reduksionisme teknologi (technological reductionism) membayangkan peranan utama yang dimainkan teknologi, khususnya teknologi maklumat dan komunikasi (ICT), dalam perubahan masyarakat. Nilai perspektif ini dengan mengambil kira konteks masyarakat di Malaysia atau negara lain.*

(25 marks)

5. Private television opens up huge opportunities for the production of a variety of programmes and messages as well as the development of democracy. Discuss this assertion by considering the factor of ownership and control of media in your country.

*Television swasta membuka peluang besar dari segi penajaan pelbagai program dan mesej serta pengembangan demokrasi. Bincang dakwaan ini dengan menghubungkan faktor pemilikan dan kawalan media di dalam negara anda.*

(25 marks)

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